

# Create a Logo and Letterhead

Have you ever thought about creating an identity for your business in an easy way that people would easily recognize? When you correspond with your business partners or potential customers, you can create your brand image through a logo and letterhead. A logo is usually a pictorial design like a sign or symbol that everyone can instantly recognize. Similarly, a letterhead is the heading at the top of a sheet of letter paper. It usually consists of a name and an address, and a logo. In a business, letterheads are used for communication with partners, customers or clients. Look at the following example:



Logo Example



Letterhead Example

### Logo and Letterhead

As in the example above, a Letterhead created on the computer typically has:

- A logo with the company's name and with shapes, lines, and a simple picture that together show what the company is and does
- Company information in a place on the page that makes sense and that looks good
- Space for people to type their information when they use the letterhead template in the future
- A footer with a company slogan

Before you begin using the computer to create your logo and letterhead, take a moment to get familiar with the **Intel® Education Help Guide**. The Help Guide provides handy step-by-step instructions for common applications right as you work.

Please refer the card - **How to Use the Help Guide**.

## Steps on How to Create a Logo and Letterhead

### Steps on How to Create a Logo

#### A. Show the Ruler and Document's Grid

1. **Start the word processing software, and open a new, blank document.**

For help, see Graphics Skill 4.1: To start the word processing software with drawing tools

2. **To help you size and position objects on the page, show the rulers and the document's grid.** To help you move and size objects with greater precision, make sure that the snap to grid option is turned off.

For help, see:

Word Processing Skill 6.3: To use the page grid to place and size objects

Word Processing Skill 6.2: To show or hide the ruler

3. **Save your work.** Make sure you save your work after every couple of steps you complete.

For help, see Word Processing Skill 1.7: To save a word processing document for different uses

#### B. Draw a Basic Shape for Your Logo

1. **Use the shape tools on the Drawing tool bar to draw a basic shape for your logo.** You might also want to start by drawing a shape, and then add lines or arrows to show something meaningful about the company.

For help, see Graphics Skill 4.5: To use the Drawing (Shapes) tool

2. **Feel free to copy and paste any shapes or lines that you want to use more than once. You can also flip or rotate shapes.**

For help, see:

Graphics Skill 8.4: To make a copy of, or duplicate, an object

Graphics Skill 8.5: To flip an object

Graphics Skill 8.6: To spin or rotate an object in a drawing

3. **Save your work.**

**C. Change the Color of the Shape**

1. **Change the color of the shapes and lines as you wish.** You might even want to add a fill effect.

For help, see:

Graphics Skill 6.7: To change the color of a line or shape's border

Graphics Skill 6.8: To change the fill color inside a shape

2. **Save your work.**

**D. Copy a Picture**

1. **After drawing the basic shapes and lines for the logo, you can copy a picture in the Clip Art Gallery, launch the graphics paint software, and then paste the picture into a new canvas.** Make the canvas bigger or smaller as needed so it is just about the same size as the pasted picture.

For help, see:

Graphics Skill 3.15: To copy and save a picture from the Clip Organizer

Graphics Skill 2.12: To change the size of the painting canvas

**Note:** With some graphics paint software, such as OpenOffice.org Writer\*, you may not be able to use clip art or pictures for your logo. If this is true with the software you are using, skip this section on COPY A PICTURE.

2. **Make any changes you want to the picture.** For example, you might want to paint over the background of the clip art picture, change the colors to match the shapes and lines you have already drawn for the logo, or erase parts of the picture that you do not want.

For help, see:

Graphics Skill 3.1: To select part of a picture or photo so you can make changes

Graphics Skill 3.2: To erase a small part of a picture or photo

Graphics Skill 2.7: To change the color of shapes and lines

3. **Save your painting where you can easily find it. Do not exit the graphics paint program.**

For help, see Graphics Skill 1.5: To save a file in Microsoft\* Paint

**Note:** This skill name will change depending on the Help Guide version being used.

4. **Insert the picture you just painted into your logo design.** Change the picture's text wrapping, size, and position as needed.

For help, see:

Word Processing Skill 5.2: To add a picture you have already made and saved on your computer

Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture

Word Processing Skill 5.5: To make a picture bigger or smaller

Word Processing Skill 5.6: To move a picture

### Logo and Letterhead

5. Think about the best location for the basic shapes and the picture you just inserted. **You might wish to align and distribute objects so they are all lined up and spaced apart evenly. You might also change the order or layering of the objects.**

For help, see:

Word Processing Skill 6.14: To line up several pictures, text boxes, or other objects

Word Processing Skill 6.15: To even out the space between pictures, text boxes, and other objects

**Note:** This skill may not be possible in all word processing software. If your word processing software does not have this capability, skip this skill in the step.

6. **Save your work.**

### E. Make a Text Box

1. **Make a text box, and type the name of the company. Change the look of the words any way you wish.**

For help, see:

Graphics Skill 7.1: To make a box so you can add words to a drawing

Graphics Skill 7.2: To type words into a text box

Graphics Skill 7.3: To select or highlight words in a text box so you can make changes

Graphics Skill 7.4: To pick the letter design, or font, of words in your drawing

Graphics Skill 7.6: To change the style of words in a drawing

Graphics Skill 7.7: To change the color of words in a drawing

**Note:** For your logo, it would be best to pick a simple style, shape, and color for any words since people need to be able to read the information at a much smaller size.

2. **Or if you prefer, use the company's name to make an artful title such as WordArt or a Fontwork that fits around the outside or along one of the sides of the logo.**

For help, see:

Graphics Skill 9.1: To make art out of words, or WordArt

Graphics Skill 9.2: To change the words in your WordArt

Graphics Skill 9.3: To pick a different WordArt look or style

Graphics Skill 9.4: To change the colors of your WordArt

Graphics Skill 9.5: To change the WordArt shape

3. **Save your work.**

### F. Save Your Logo for Different Uses

1. **Select and group all the objects in your logo.**

For help, see Graphics Skill 8.2: To bundle or group objects together

2. **Then, copy the logo design.**

3. **Open a new graphics paint canvas.**

For help, see Graphics Skill 1.1: To start the paint software

**Note:** This skill name will change depending on the Help Guide version being used.

- 4. Paste your logo.**
- 5. Make the canvas bigger or smaller as needed so it is just about the same size as the pasted logo design.**  
For help, see Graphics Skill 2.12: To change the size of a painting canvas
- 6. Save the logo as two files – one to use for printed projects, and another to use for Web sites or electronic presentations. Then exit the graphics paint software, and close the logo file in the word processing software.**

For help, refer to Graphics Skill 3.14: To save a picture for different uses

## **Steps on How to Create a Letterhead**

### **A. Size and Position Objects on Page**

- 1. Open a new, blank word processing document.**  
For help, see Word Processing Skill 1.1: To start word processing software
- 2. To help you size and position objects on the page, show the rulers and the document's grid. Make sure the objects are set to snap to the grid.**

For help, see:

Word Processing Skill 6.3: To use the page grid to place and size objects

Word Processing Skill 6.2: To show or hide the ruler

- 3. Save your work.** Make sure you save your work after every couple of steps you complete.

For help, see Word Processing Skill 1.7: To save a word processing document for different uses

### **B. Insert Your Logo**

- 1. Insert the version of the logo you just saved for printed projects.**  
For help, see Word Processing Skill 5.2: To add a picture you have already made and saved on your computer
- 2. Change the logo's text wrapping and then size and move it as you wish.**

For help, see:

Word Processing Skill 5.4: To change the way words flow, or wrap, around a picture

Word Processing Skill 5.5: To make a picture bigger or smaller

Word Processing Skill 5.6: To move a picture

- 3. Save your work.**

### **C. Make a Text Box and Type Information**

- 1. Make a text box on the left side of the page. Type important company information such as the address and telephone number.**

For help, see Word Processing Skill 6.9: To add a box that you can type words into

- 2. Save your work.**

### Logo and Letterhead

#### D. Remove Text Box Border and Change the Look of Words

1. **Remove the text box border, and change the look and alignment of the words any way you wish.**

For help see:

Graphics Skill 7.13: To remove a border from a text box

Word Processing Skill 3.1: To pick the letter design or font for your words

Word Processing Skill 3.3: To change the style of words

Word Processing Skill 3.4: To change the color of words

Word Processing Skill 4.2: To change the left/right position or alignment of lines of words

2. **Save your work.**

#### E. Copy Text Box

1. **Copy and paste the text box, and then move it to the right side of the page. In this box, type other important company information such as its Web site URL and email address.**

For help, see:

Graphics Skill 8.4: To make a copy of, or duplicate an object

Graphics Skill 6.3: To move a line, shape, or other object in a drawing

Graphics Skill 7.2: To type words into a text box

**Note:** You might need to remove the hyperlink formatting from the URL and the email address if it shows up all by itself. To do this, simply right-click the link and pick **Hyperlink | Remove Hyperlink**, when using Microsoft Word\*.

**Note:** If using OpenOffice.org Writer\*, simply right-click the link and pick **Default Formatting**.

2. **Decide on the place where information can be typed for a letter or another type of business document. Draw a line to separate the top of the letterhead from the letter writing space below. Change the line width, style, and color as you wish.**

For help, see:

Graphics Skill 5.2: To draw a straight line

Graphics Skill 6.5: To make a line or shape's border thicker or thinner

Graphics Skill 6.6: To change the look or style of a line or shape's border

Graphics Skill 6.7: To change the color of a line or shape's border

3. **Below the line, type a sentence that lets future users know that this is the space for them to type in.**
4. **Save your work.**

## F. Add a Footer Slogan

1. **View the footer and type a slogan, which is an attention-getting phrase about the company.** Change the look and alignment of the slogan as you wish.

For help, see:

Word Processing Skill 6.16: To add repeated information at the top and bottom of your pages, or to add headers and footers

Word Processing Skill 4.2: To change the left/right position or alignment of lines of words

2. **Save your work.**

## G. Make any Final Changes

1. **Make any final changes to your letterhead design.** For example, you might want to remove any background color that you do not want by making the rectangle transparent. You can also make any final decisions about the size and position of the text boxes, the line, and other items.

For help, see Word Processing Skill 5.8: To make the background of a picture see-through, or transparent

2. **Save your work.**

## H. Save the Letterhead as a Template

1. **When you are done, turn off the page grid.**

**Note:** For Microsoft® Office 2010 users, click the **Page Layout** tab. In the **Arrange** group, click the **Align** arrow. Pick **Grid Settings**. Then uncheck **Display gridlines on screen**. Then, click **OK**.

2. Then, **save the letterhead as a document template for future repeated use.**

For help, see Word Processing Skill 10.4: To make and use your own document style and template

3. **To make sure your new template works, start a new document by finding your template file. Then, close the file without making or saving any changes.**

For help, see Word Processing Skill 1.1: To start word processing software

## I. Logo Challenge (Optional)

1. **Use the graphics paint tools to make your own simple picture to include in your logo.**

For help, see Graphics Group 2: Painting Shapes and Lines

2. **Save your work.**

For help, see Graphics Skill 1.5: To save a file in Microsoft Paint

**Note:** This skill name will change depending on the Help Guide version being used.

## Logo and Letterhead

### J. LETTERHEAD CHALLENGE (Optional)

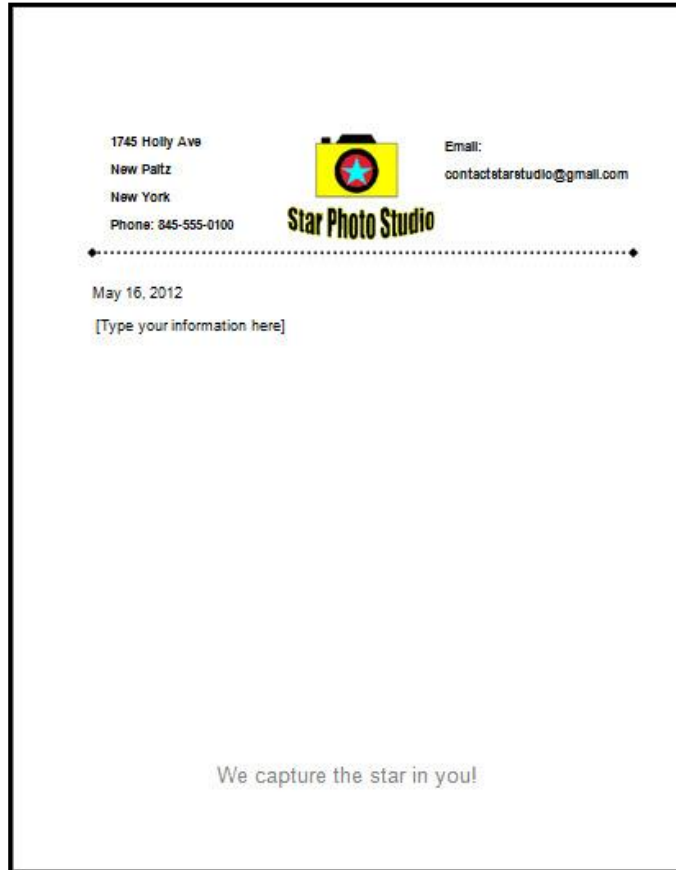
1. **Insert today's date on your letterhead.** Pick the date format you want, and make sure that the date is set to update automatically whenever the document is opened or used again.

For help, see Word Processing Skill 10.1: To put today's date into a document

2. **Save your work.**



Logo Challenge Example



Letterhead Challenge Example

### Review Your Work

Look over your logo and letterhead. Make sure each has the following elements:

- A logo with the company's name and with shapes, lines, and a simple picture that together show what the company is and does
- Company information in a place on the page that makes sense and that looks good
- Space for people to type their information when they use the letterhead template in the future
- A footer with a company slogan

If any of these elements are missing, add them now. You should also make any other desired changes. Remember to **save your work** when you are finished.



## **Optional: Print Your Letterhead**

- 1. Preview your letterhead before you print it. Set up the document so it prints sideways, or in landscape.**

For help, see:

Word Processing Skill 1.2: To use the Menu (Ribbon) bar

Word Processing Skill 1.3: To use the Standard (Quick Access) toolbar

Word Processing Skill 6.4: To setup a document so it prints sideways, or landscape

Word Processing Skill 6.18: To see how a document will look before you print it

- 2. To print your letterhead, click File. Then, click Print.** A Print window pops up.

**Note:** For Microsoft®Office 2010 users, when you click the File tab, you will notice a Backstage view.

- 3. To select the printer you want to use, click the arrow in the Name or Printer list and select the printer.**

**Note:** You will notice that the box has a drop-down menu or a list which allows you to select one option from several printer choices. If there is a drop-down menu, just click on the down arrow and move your cursor to the option you would like to choose. If a list is displayed, scroll to the printer that you want. Highlight your choice, and then click on it.

- 4. To select the page you want to print, place your cursor on that page and click Current Page. Or, click Pages, and then type the page number that you would like to print.**

**Note:** If your letterhead covers only page 1, then by default, the page will be automatically selected for printing. You may skip this step and move to Step 5.

- 5. To select more than one copy you want to print, click the up arrow in the Number of copies list.**

**Note:** For Microsoft®Office 2010 users, click the up arrow in the **Copies** list.

**Note:** By default, the number of copies to be printed is 1. Just click on the up arrow for more than one copy to print. Click on the down arrow for lesser number of copies to print.

- 6. Click OK or click Print.**